



*a passion for discovery*

# **CEGPA Overview**

## ***RHIC/AGS Executive Users Committee***

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Managed for the U.S. Department of Energy  
by Brookhaven Science Associates



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# VISION

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- **To develop best-in-class communications, science education, government relations and community involvement programs that advance the science and science education missions of the Laboratory, contribute to public understanding of science & enhance the value of the Lab as a community asset**
- **To ensure that Laboratory internal & external stakeholders are properly informed about and have a voice in Lab decisions of interest and importance to them**

# CEGPA Directorate

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- **Media Relations**
- **External and Internal Communications**
- **Community Relations**
- **Government Relations**
- **Science Education**
- **Lab Web site**
- **Photography & Graphic Design**
- **Environmental Management Community Relations**

# Strategic Focus

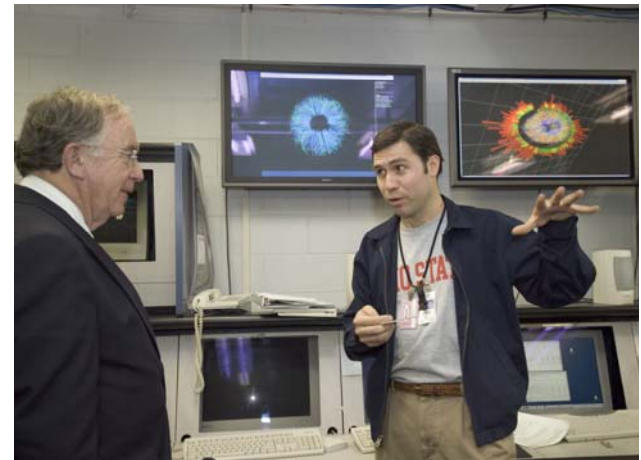
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**Tie all directorate programs and activities to Lab strategic and business plans**

- **Develop & implement strategies in Washington, Albany and Long Island to facilitate science priority initiatives and major operational issues**
- **Promote science initiatives and accomplishments**
- **Build new & enhance existing relationships with key stakeholders, elected officials & reporters**
- **Anticipate and manage issues**
- **Increase funding for science education program**
- **Incorporate industry & government best practices**

# RHIC Strategy

- Continue to work closely with RHIC strategy team
- Reinforce importance of RHIC to OMB, DOE Office of Science, members and staff of the House and Senate Energy and Water Development Appropriations Subcommittee, regional and local community
- Invite key legislators, policy makers and staff for tours



# RHIC Strategy



- Strategically plan timing of major announcements
- Continue to develop messages and materials that make RHIC understandable to targeted audiences outside the nuclear physics community
- Capitalize on World Year of Physics event

# Recommendations

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- **Develop process for involving users in RHIC planning and implementation—would one or more users be willing to join the RHIC strategy team?**
- **Put RHIC informational materials on a separate web page linked to the RHIC site**
- **Establish lines of communication**
  - **Conference calls, meetings**
  - **Other...discussion**